

Veneman en de Groot

Branding Project Group 04

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Story of the Artist

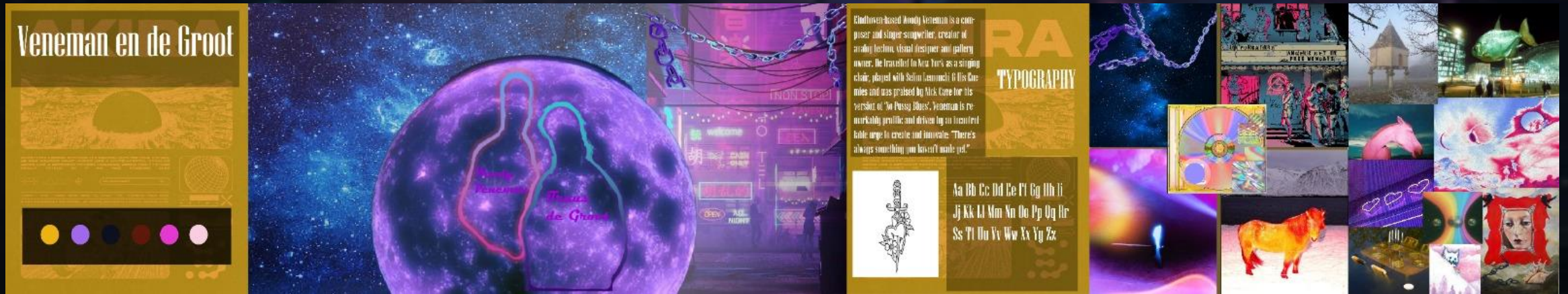
Woody Veneman is a singer, songwriter, musician and visual artist based in Eindhoven NL. Together with Truus de Groot they want to bring new life to Smartlappen called Neo Smartlappen.



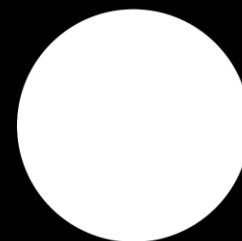
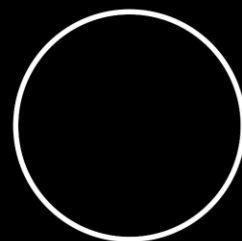
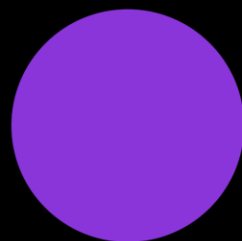
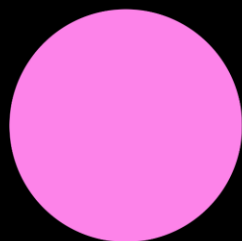
Brand Guide



Stylescapes



Font & Colors



Rubik Glitch

a b c d e f g h i j k l m

n o p q r s t u v w x y

z

A B C D E F G H I J K

L M N O P Q R S T U V

W X Y Z

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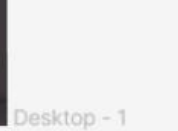
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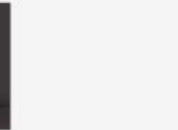
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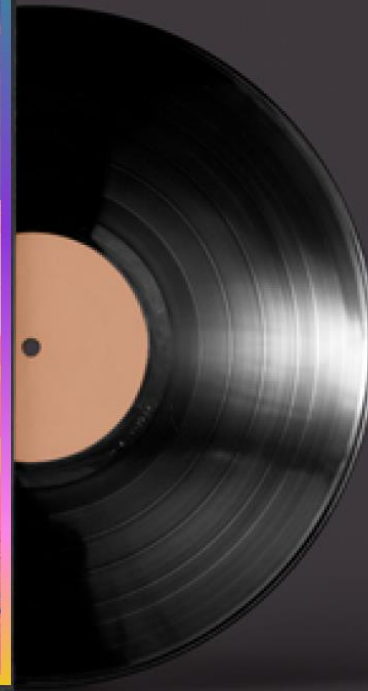
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Album Cover



Logo's



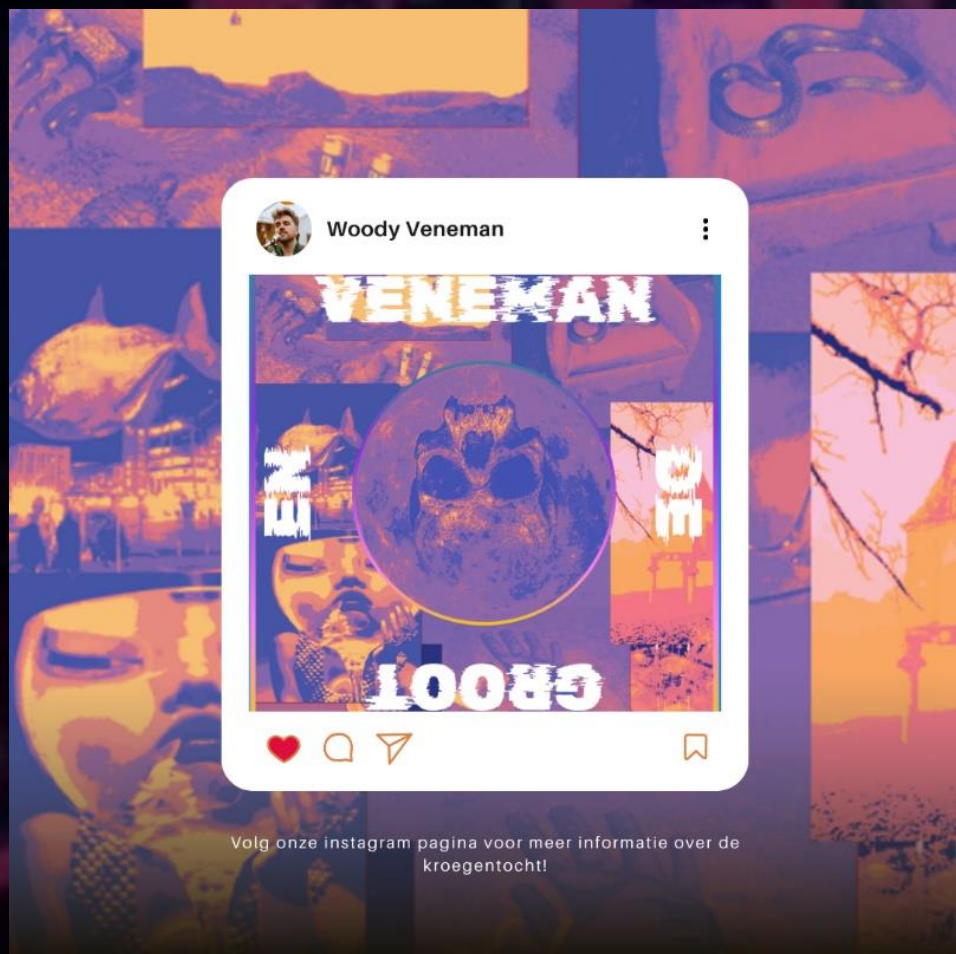
Posters



Merch



Instagram Posts



Content Strategy



Goal

To bring more people together and invite them to join a fun pub crawl organized by Woody & Truus, creating a friendly and enjoyable time for everyone.



Content Types

- Video:
- Images:
- Text:
- Audio:
- Physical content:



Content Distribution Plan

- Social media
 - Instagram/TikTok/YouTube
- Collaborations
- Physical distribution



Content Calendar

- Weekly Social Media Posts:
- Monthly Blog Posts:
- Quarterly Content:





Questions?

The image features a dark, textured background with a prominent digital glitch or corruption effect. This effect is characterized by horizontal streaks and pixelated noise in shades of purple, blue, and pink. The words "GAME OVER" are centered in a large, white, pixelated font, typical of retro video games. The text is slightly offset by the glitching, giving it a sense of being corrupted or distorted.

GAME
OVER